

SNC Reference Number
(enter if previously assigned)

PROJECT SUMMARY

County: Alameda

Applicant: Heyday Institute

Project Title: Rivers of California Book Project

PROJECT GOAL

The project's goal is to produce a book of informative text and high-quality photos entitled Rivers of California. The book will provide educational information and inspiration regarding the protection and restoration of rivers and watersheds. The crucial values of Sierra Nevada rivers will be featured.

PROJECT SCOPE

A \$50,000 grant is requested from the Sierra Nevada Conservancy to cover the time and expenses of the author/photographer Tim Palmer while working on the book and on outreach efforts following its publication. He will photograph rivers throughout the Sierra Nevada, conduct research, interview key players, and write an educational text that addresses values of rivers, current challenges to their conservation, and possible solutions for the future.

No book of this type has ever before been published, and this effort will promote the protection and restoration of rivers in an attractive, economic, informative, and artistic way that will be widely available to the general public.

After publication of Rivers of California, the author/photographer will collaborate with Heyday Institute in extensive outreach efforts, with presentations and exposure of the book through many organizations and media in the Sierra Nevada and throughout California.

By featuring rivers of the Sierra Nevada, the book will support the conservation and restoration of Sierra rivers and their watersheds and greater ecosystems, it will provide information for increased recreation and tourism as well as enhanced use of public lands in the region, it will advocate for improved water quality and reduced risk from natural disasters including flooding, and, ultimately, it will inspire people to support better stewardship of Sierra rivers, streams, and waters.

Other grants have been secured to cover costs of publication by Heyday Institute. If the full amount requested from SNC is not available, a smaller grant would be appreciated.

LETTERS OF SUPPORT

Sierra Nevada Alliance
South Yuba River Citizens League
Planning and Conservation League
Friends of the River
Truckee River Watershed Council
Yosemite Association
Andrea Lawrence Institute for Mountains and Rivers

SNC PROJECT DELIVERABLES AND SCHEDULE

DETAILED PROJECT DELIVERABLES	TIMELINE
Author will complete project photography, research and writing for manuscript	Jan. 2009 - Sept. 2009
Heyday will oversee book design and production	April 2009 - April 2010
Author will participate in publication work	June 2009 - April 2010
Book publication	April 2010
Book outreach efforts	Jan. 2010 - Dec. 2010